

New Forest National Park Plan Consultation Draft

Topic Paper 9: Economy and Employment



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Topic Paper – Economy and Employment

1. Introduction

1.1 Whilst the National Park is predominantly rural in nature, the economy¹ within the area is diverse. According to the New Forest Economic Profile 2006², which covers both the New Forest District and the majority of the National Park, the most important employment sectors are distribution, hotels and restaurants, followed by public administration, education and health, and then finance and business services. Only a small proportion of employment is now found in traditional rural land-use activities such as farming, forestry and commoning, even though employment levels in these activities tend to be above the county, regional and national average.

2. Unemployment and Earnings

2.1 Unemployment is very low. The unemployment rate in the New Forest District is 1.0% of the economically active population, and is low compared to regional and national averages³.

New Forest District	Hampshire	Great Britain
1.0%	1.2%	2.6%

2.2 Importantly unemployment levels have been consistently low in the District in recent years and have not risen above 1.1% during the last five years. While unemployment is low, jobs within the District are relatively poorly paid, and a significant number are part-time. Data for incomes⁴ show that the average household income for the District is one of the lowest in Hampshire and many households have low incomes, possibly reflecting the number of low paid jobs, and the high numbers of pensioners in the District. The gross mean weekly pay for all employed residents in the New Forest District is below the Hampshire and national average (and there is a similar level in Salisbury District)⁵.

3. Population

3.1 The New Forest District has only 56% of its population of working age, which is lower than in the county, regional and national figures⁶. It is also expected that older people will make up a higher proportion of the

¹ When considering the economy, there is currently little statistical information available specifically for the National Park area. Therefore, when drawing the economic profile of the National Park, we currently have to rely on information for the New Forest District, Salisbury District and Test Valley Borough which includes the National Park.

² Economic Profile of New Forest District, Hampshire County Council 2006

³ Annual Monitoring Report, New Forest National Park Authority Dec 2007

⁴ Source: CACI (2005). Non-weighted averages of the sum total incomes for each postcode in the authority. Data contained in Economic Profile of New Forest District, Hampshire County Council 2006

⁵ Nomis: Source: 2006 ONS annual survey of hours and earnings - workplace analysis

⁶ Source Census 2001, New Forest Economic Profile - Hampshire County Council 2006

population in the future. Hampshire County Council projections suggest an increase in persons of pensionable age as a proportion of the population from 38.2% in 2001 to 50.1% in 2016 and 54.4% in 2026. (Source: Profile of Hampshire 2005, Hampshire County Council). The Small Area Population Forecasts also show a small fall in the numbers of people of working age in the New Forest District between 2006 and 2011.

- 3.2 The economically active population is forecast⁷ to decline significantly over the plan period to 2026. Economic activity rates within New Forest District are lower than for Hampshire as a whole – with 47% of the District population economically active, compared with 52% for Hampshire. In the next twenty years, the economically active population in the District is predicted to fall (by nearly 9,000) – possibly to as low as 44% of the population, while in Hampshire it is expected to remain above 50%. However, not only is the economically active population set to decline, but the overall population in the New Forest District (including the National Park) is projected⁸ to fall by 7,500 by 2026.
- 3.3 With the forecast of fewer residents being economically active and a falling population, it will be important to consider measures to sustain the economic well being of the National Park's communities.

4. Economic Sectors

- 4.1 The two main sectors⁹ providing most jobs in the New Forest District are distribution, hotels and restaurants (supported by the tourism industry), and public administration, education and health. Interestingly, however, whereas the public administration sector employs a lower percentage of the total workforce in the District than in Hampshire, the South East, or nationally, the opposite is true for the tourism and distribution sector. This sector employs a greater percentage of the total workforce in the District than in Hampshire, the South East or nationally. There are also a higher proportion of people employed in services, other than finance and business services (mostly recreational, cultural and sporting activities) than regionally or nationally. Employment in agriculture and fishing is also above the county, regional and national average.

5. Tourism

- 5.1 The New Forest National Park's unique environment attracts many visitors and the tourism industry is of considerable importance to the National Park. Its value to the economy is significant with spending associated with leisure trips to the National Park estimated to be £72

⁷ Hampshire County Council 2006 : Long term Population and Housing Projections using the Chelmer Model in Future Matters : Issues and Options for the New Forest – A Public Consultation Dec 2006

⁸ Hampshire County Council 2006 : Long term Population and Housing Projections using the Chelmer Model in Future Matters : Issues and Options for the New Forest – A Public Consultation Dec 2006

⁹ Source: Annual Business Inquiry 2004, and New Forest Economic Profile - Hampshire County Council

million¹⁰. Tourism spending is, therefore, of substantial importance to the retail and other business sectors, and provides considerable economic benefits, including local jobs.

- 5.2 The percentage of total employees in the New Forest District (including the National Park) employed in tourism is far higher than national, regional and county-wide comparisons¹¹. The average size (in terms of employees) of tourist businesses/organisations in the New Forest District is also above national, regional and county-wide averages.

Tourist businesses¹² and employees employed in tourism

	Businesses	% Total	Employees	% Total	Average no. employees to businesses
Great Britain	196,600	8.8	2,141,800	8.3	11
South East	27,100	7.5	301,800	8.3	11
Hampshire	5,100	7.5	65,000	8.6	12
New Forest	600	8.3	9,200	14.9	15

Source: Annual Business Inquiry 2004 (numbers rounded to the nearest hundred).

Whilst the tourism industry is important to the local economy, it must operate in a sustainable manner to ensure that the unique environment (upon which it depends) is maintained.

6. Agriculture, Forestry and commoning

- 6.1 The numbers employed in traditional rural land-use activities associated with forestry, farming, commoning and crafts have declined over time and now account for a very small percentage of the workforce. About 2,300 people were employed in farming and commoning in 2006. This is a higher proportion of the workforce than the average for Hampshire or the south east and represents a slight increase compared with 2004 figures. Whilst the economic viability of these activities is under pressure, they are essential for maintaining the land use management practices that help to conserve and enhance the landscape character and natural habitats of the National Park. Therefore, helping to sustain these activities and businesses is not only important for the rural economy, but for the conservation of the Park. With structural changes in agriculture, including reform of Common Agriculture Policy and support schemes, increasing demand is likely for diversification of activities on farms to support ongoing agricultural businesses.

7. Local Produce

- 7.1 Many smaller farmers, and entirely new businesses related to the rural economy, have benefited from the growing importance of the local produce market. This reflects a strong public interest in good quality

¹⁰ A Survey of Recreational Visits to the New Forest National Park - Tourism SouthEast Survey 2005

¹¹ Economic Profile of New Forest District, Hampshire County Council 2006

¹² 'Tourism' is defined as including the following SIC categories: Hotels; Camping sites etc; Restaurants; Bars; Activities of travel agencies etc; Library, archives, museums etc; Sporting activities; Other recreational activities.

and locally sourced food and other products. There is widespread recognition of the New Forest Marque and an increasing number of small businesses, farmers markets and farm shops are making use of this New Forest brand. Long term commitment and support will be needed to establish the local produce, small rural industries and rural skills sector as a viable and continuing part of the local economy.

8. Employment profile

- 8.1 Of those in employment in the New Forest District in 2005, 64% are in full time employment and 36% are in part time employment¹³. Recent data¹⁴ also shows that 65.7% of the economically active in the New Forest District were employees and 11.7% were self employed (higher than regional and national averages). In Salisbury District the percentages were 66.3% and 12.8% respectively. New Forest District also has a higher proportion of retired people than Hampshire and the UK.

9. Nature of businesses

- 9.1 The New Forest District is typified by a high proportion of small firms¹⁵. The growth of the local economy is, therefore, often reliant upon the development of small businesses. New businesses are not, however, created as often in the District as in Hampshire or nationally.

10. Journey to work and home working

- 10.1 The economy of the area is related to that of the nearby conurbations of Southampton to the east, and Bournemouth/Poole to the west. Many residents look outside the New Forest for their employment. According to the Census in 2001, almost 18,000 people commute into the New Forest District each day, whilst almost 31,000 people commute out of the District each day. This makes the New Forest District a net supplier of labour to the surrounding areas. The largest single flow of commuters is that going from the District into the city of Southampton. There is less information, however, about the travel patterns for the National Park. Data from the Economic Profile of New Forest District (Hampshire County Council 2006) shows that for the New Forest 'Core' (an area covering the centre of the National Park) there is a net *inflow* of workers. Given these differing conclusions, it is clear that the travel patterns for those who live and work in the National Park need to be better understood. More work will be required to do this.
- 10.2 Interestingly, another aspect of the workforce in the New Forest District is that a high proportion work from home. According to Census 2001, 11.2% of people work from home most of the time, which is much higher than the average for Hampshire.

¹³ Nomis: Source: ONS annual business inquiry employee analysis

¹⁴ Nomis: Source: ONS annual population survey

¹⁵ Economic Profile of New Forest District, Hampshire County Council 2006

11. Property prices and Incomes

- 11.1 Property prices are high relative to income levels, and are well above regional and national averages. The combination of high property prices with relatively low income levels means that affordability is an issue for many who live or work in the area.

	Average price of all properties ¹⁶ (old and new in 2005)
England and Wales	£194,589
South East England	£234,833
Hampshire (districts only)	£237,367
New Forest	£260,345

12. Employment land

- 12.1 The National Park economy is highly integrated with the wider area around it, and especially that of the New Forest District, across most sectors, including tourism. Business needs and employment land requirements should be considered in a broad geographical context. It is important to note, therefore, that there is no employment land allocation within the National Park contained in the New Forest District, Salisbury District, or Test Valley Borough Local Plans. All three plans have avoided identifying any employment sites in the National Park, even though each have significant employment land allocations in other parts of their planning areas. Indeed, the New Forest District Local Plan allocates almost 40 hectares of employment land, but all of the sites for this allocation were chosen to be outside the National Park to 'avoid areas of greatest ecological, conservation and landscape constraint'. Also, the Hampshire Economic Partnership Large Site Assessment Study in 2006, which provided a market orientated analysis of employment land availability, did not include any employment sites within the National Park.
- 12.2 Given this context, it is likely that some employment land demand will be satisfied by identified sites outside the National Park, particularly given the significant employment land allocations in the New Forest District and other surrounding districts and urban areas,¹⁷ and the environmental constraints on many locations within the National Park. It is also important to note that all residents of the National Park live within very close proximity of the surrounding towns and urban areas. This means that some employment needs are likely to continue to be satisfied in these locations.
- 12.3 Lack of allocated employment land does not mean, however, that there are no opportunities to develop businesses in the National Park. As at March 2007 there was approximately 5,200 square metres of business

¹⁶ Source: Land Registry: July to Sept 2005 and Economic Profile of New Forest District, Hampshire County Council 2006

¹⁷ Employment allocations in adjoining Districts - Background Paper BP8 New Forest District Council Core Strategy Preferred Options Oct 2007.

floorspace available for development in the New Forest District part of the National Park, as measured by unimplemented planning permissions¹⁸. Much of this involves the change of use of existing farm buildings. There is also a modest amount of floorspace with unimplemented planning permission in the Salisbury District part of the Park.

- 12.4 Moreover, to ensure employment opportunities can continue in existing locations, it is important to understand whether these remain fit for employment use. Initial work by the New Forest District Council for an Employment Land Review that assessed employment site quality suggests that all existing employment sites in the New Forest District part of the National Park are 'fit for purpose' and none should be released for other uses. Details of this assessment can be found in Annex 1.

13. Business development and needs

- 13.1 An examination of past trends shows that business development has continued to generate employment opportunities. Since 1988 the average annual amount of business floorspace (in land use classes B1 to B8) to be completed has been approximately 1,000 square metres in the New Forest District part of the National Park. This level equates to about 7% of the amount of employment land completions in the whole of the New Forest District over the same period. In the Salisbury District part of the National Park there has been about 1500 square metres of business floorspace completed since 1991, and within the Test Valley part of the National Park about 1,000 square metres has been completed since 1997. Whilst past rates of development can provide an indication of potential future demand some caution is necessary as past development opportunities may not be similar in the future (for instance, in 2003 over 5,000 square metres was completed as hospital units were converted to offices at Tatchbury Mount Hospital – without this, the average rate of past completions in the National Park part of the New Forest District would only be about 750 square metres per annum since 1988)
- 13.2 The latest survey of business needs¹⁹ was conducted in the summer of 2005 by the New Forest District Council. This survey was sent to about 1,000 businesses that employed five or more employees and covered both the areas in the New Forest District that are outside and within the National Park.
- 13.3 Whilst this survey was not specific to the National Park, there were some findings relevant to the National Park. These included:

¹⁸ Hampshire County Council, Annual Monitoring Report New Forest National Park Authority Dec 2007

¹⁹ New Forest District Council – Business Needs Survey Sept 2005 *Background Paper 10 Core Strategy DPD Preferred Options October 2007*. http://www.newforest.gov.uk/media/adobe/m2/BP10_Business_needs_survey.pdf

- Within the National Park, businesses suggest that sites in existing urban areas would best suit their expansion requirements, even though there was also support for rural business units.
- When considering their existing location, the availability of labour was seen as a negative factor for locations in the National Park.
- Within the National Park, firms thought that improvements to the road network, and relaxing rural policies would be important for their business decisions.

13.4 In relation to employment land, the survey's conclusion for the whole of the New Forest District area was that "...it is difficult to be conclusive from the survey results as to exactly how great the need for more employment land actually is. On the one hand, over half of all respondents are considering expansion, and the capability to expand is seen as a negative factor by 56% of firms at their present location. However the need for more employment land was identified by less than 10% of firms as a significant issue influencing business decision making." What is clear from the survey is that there is strong support for the retention of existing employment land.

13.5 A cautioning note over expanding employment was made in the Central Hampshire and New Forest Strategic Housing Market Assessment. It showed that further significant employment development would likely lead to more in-migration into the area. This could exacerbate housing pressures, which could further worsen the affordability of housing.

14. National Policy Framework

14.1 The Environment Act 1995 outlines the purposes of the National Park. These are:

- to conserve and enhance the natural beauty, wildlife and cultural heritage of the Park;
- and to promote opportunities for the understanding and enjoyment of the Park's special qualities by the public.

In relation to the local economy, however, the Act outlines that the National Park Authority, in pursuing these purposes, has also a duty to seek to foster the social and economic well-being of local communities.

14.2 Planning Policy Statement 7 *Sustainable Development in Rural Areas* states that the core principles of sustainable development should be applied with all policies relating to the Rural Areas. It also highlights guidance on four key topics:

In Rural Communities, policies should:

- sustain and enhance country towns and villages;
- focus new development in local service centres;
- support a wide range of economic activity;
- provide access to a range of services;

- allow some limited development in rural settlements that are not designated as local service centres, in order to meet local business and community needs.

In The Countryside,

- traditional land-based activities that require a countryside location should be supported;
- landscape, scenic beauty, wildlife and cultural heritage should have the highest level of protection in nationally designated areas;
- major developments should not take place in designated areas, except in exceptional circumstances;
- policies should support development that delivers sustainable farming enterprises and activities which contribute to rural economies.
- development proposals should be encouraged which enable farmers to become more competitive, sustainable and environmentally friendly; adapt to new and changing markets; comply with changing legislation and associated guidance; diversify into new agricultural opportunities (e.g. renewable energy crops); or broaden their operations to 'add value' to their primary produce.
- Planning authorities should set out the policy criteria for permitting the conversion and re-use of buildings in the countryside for economic, residential and any other purpose.

Policies for Agriculture and Forestry should support well-conceived farm diversification schemes, even though these should not result in excessive expansion of building development into the countryside.

Policies for Tourism should

- support sustainable rural tourism that does not harm the character of the countryside;
- support general tourist facilities in service centres;
- focus most new tourist accommodation in existing towns and villages. Policies for caravan and holiday parks should protect landscapes and environmentally sensitive sites and examine relocating existing sites, away from sensitive areas.

14.3 Planning Policy Statement 1 - *Delivering Sustainable Development* emphasises that sustainable development should be the core principle in planning. It states that planning authorities should ensure that development plans promote outcomes in which environmental, economic and social objectives are achieved together over time. By ensuring that its first purpose to conserve and enhance the natural beauty, wildlife and cultural heritage of the Park is achieved, the National Park Authority can contribute to the sustainable development of the National Park, Hampshire, the South East region, and the nation.

14.4 Planning Policy Statement 1 also outlines that:

- Good quality, carefully-sited accessible development within existing towns and villages should be allowed where it benefits the local

economy and/or community (e.g. affordable housing for identified local needs).

- Decisions on the location of developments in rural areas should, where possible, give people the greatest opportunity to access them by public transport, walking and cycling, consistent with achieving the primary purpose of the development.
- New building development in the open countryside away from existing settlements should be strictly controlled.
- Priority should be given to the re-use of previously-developed ('brownfield') sites in preference to the development of greenfield sites.
- All development in rural areas should be well designed and inclusive, in keeping and scale with its location, and sensitive to the character of the countryside and local distinctiveness.

14.5 Planning Policy Guidance 4 *Industrial, Commercial Development and Small Firms* states that the planning system plays an important role integrating environmental and economic objectives. It highlights that development plans should give industrial and commercial developers and local communities certainty about the types of development that will or won't be permitted in any given location. Planning authorities should aim to ensure that there is sufficient land available which is ready for development and well served by infrastructure, ensuring a variety of sites to meet differing needs, and encouraging new development in locations which minimise the length and number of trips. PPG4 also states that detailed advice on industrial and commercial development in the countryside, including National Parks, is given in PPG7. This has now been superseded by PPS7 (see above)

14.6 Guidance in the Draft Planning Policy Statement 4 *Planning for Sustainable Economic Development* plans to ensure that sufficient and appropriate land is supplied to meet the needs of business. It suggests that an assessment of the existing supply of land available for economic development should be done through an employment land review. Economic strategies should take account of local character, the need for a high quality environment, and the economic needs of rural areas.

15. Existing Regional Policy Framework

15.1 The Draft South East Plan (Regional Spatial Strategy) was submitted in 2006. The Secretary of State's proposed changes to this Draft Plan were published for consultation in July 2008, and have not been considered in this Report. The National Park Authority will be responding to these proposed changes during the three month consultation period. All reference to the draft South East Plan in this Report refers to the Submitted version in 2006.

15.2 The draft South East Plan identifies that the countryside of the region contributes to the quality of life for those living in the South East, and is

a key asset to the region's economy attracting visitors and businesses. This is certainly the case for the New Forest National Park. Whilst *the National Park's primary contribution to the South East region will be the maintenance of its environmental assets*, the Draft Plan does outline that local authorities should ensure the development necessary to maintain and develop thriving and socially inclusive rural communities and economies is appropriate, balancing development with environmental constraints.

- 15.3 In relation to rural activities, the Draft Plan outlines the important role that agriculture, horticulture and forestry play in the management of the landscape and biodiversity, as well as in commercial production. It encourages the strengthening of these land-based industries, and their ancillary industries, to enable them to effectively undertake these functions and support and maintain incomes and commercial viability. Specifically within the New Forest National Park it states that supportive sustainable land management policies should be developed, and these should also cover the protection of grazing land outside the National Park.
- 15.4 In relation to the New Forest and South Downs priority areas for tourism, the Draft Plan states that
'...the majority of land area covered by the existing and proposed national parks is of special interest for nature conservation, including areas designated under international and national designations. Considerable work has been undertaken on promoting links between the sympathetically managed countryside, reinstating traditional agricultural practices, environmental benefits, quality local produce and green tourism and access issues. Such integrated approaches to rural development need to continue to be a priority for the new proposed national park authorities in partnership with other bodies.'
- 15.5 The Draft South East Plan Policy RE2 covering employment and land provision states that local authorities should assess the employment needs of the local economy and workforce. The assessments will take account of sub-regional strategies for the location, quantity and nature of employment land and premises. Policies should provide for a range of sites and premises based on the following criteria:
- Locations that are accessible to the existing and proposed labour supply
 - Efficient use of existing and underused sites and premises
 - Locations which intensify the use of existing sites
 - Focus on urban areas
 - Promotion of mixed use development where appropriate and subject to replacement of land and premises lost to non-employment uses
 - Locations that promote the use of public transport.
- 15.6 Accessible and well-located industrial and commercial sites should be retained where there is a good prospect of employment use. Local

Development Documents should be supportive of the agricultural, horticultural and forestry industries, and rural economic diversification and non-land based business proposals in towns and villages or on farm sites where applications show positive benefits, based on clearly defined criteria and evidence-based assessments.

- 15.7 However, neither the Draft South East Plan, nor the Hampshire County Structure Plan (1996-2011), provides any specific requirement for employment development in the New Forest National Park to meet sub-regional needs.
- 15.8 The South East's Regional Economic Strategy has three key targets:
1. a 3% average annual increase in GVA per capita;
 2. an average 2.4% annual increase in productivity per worker;
 3. a reduction in the rate increase in the ecological footprint, and seek to reduce it by 2016
- 15.9 In relation to rural areas, however, its priorities are to:
- Invest in the economic viability of villages and market towns.
 - Exploit the potential of the knowledge economy.
 - Assist the food and farming sectors. Support the development of premium local products and the land-based products supply chain.
 - Promote the cultural, heritage and landscape assets; develop the visitor economy linked to conservation of high quality environments.

16. Local Policy Framework

- 16.1 The New Forest District Local Plan, Salisbury District Local Plan (SDLP), and Test Valley Borough Local Plan (TVBLP) all encourage the focus for economic activity to be primarily in built up areas. The NFDLP allocates almost 40 hectares of employment land. All of the sites for this allocation, however, were chosen to be outside the National Park to 'avoid areas of greatest ecological, conservation and landscape constraint'. The NFDLP also makes provision for business expansion in rural areas. It identifies Lyndhurst, Brockenhurst, Ashurst and Sway to be the focus of any employment development within the NP. Policies aim to control the scale and type of development and to retain the character of the villages. Farm diversification is controlled by scale and type, but also access, traffic impacts and impact on NP character. The TVBLP aims to avoid development in the countryside other than that necessary in rural locations (agricultural) and to sustain rural communities. The SDLP permits small scale business development in defined areas as long as it doesn't have a detrimental impact on landscape or settlement character, and is accessible.
- 16.2 The interim National Park Management Plan's business objective is to support sustainable businesses which contribute to the Forest's economic well-being, environmental quality and special character, and use local knowledge and resources to create Forest-based work opportunities.

- 16.3 The economic objective of the Draft New Forest District Sustainable Community Strategy is for businesses to have better local opportunities to thrive and influence decisions that affect them. The South Wiltshire Community Strategy has a priority of leading by example, particularly in relation to improving the basic skills and health of the workforce. The aim for the economy in the Test Valley Community Plan is to ensure that the local economy thrives and remains competitive.
- 16.4 The economic objective of the NFDC LDF Core Strategy²⁰ is to foster the well-being of the local economy, facilitating a healthy and growing local economy without fuelling wider development pressures in the area. The NFDC Economic Strategy aims to facilitate a sustainable and growing economy that creates economic and employment opportunities whilst making best use of the natural environment. It recognises that while larger scale development may be appropriate in some locations, most of the development in the District should focus on small-scale, locally distinctive, knowledge-based and low impact businesses. The Test Valley Core Strategy Preferred Development Options include a focus for employment in rural areas on encouraging employment floorspace contributions from the conversion of rural buildings no longer required for agriculture.

17. Key Issues for the National Park economy

- 17.1 In reviewing the economic profile for the area, the following key economic issues have been identified:
- The beautiful environment of the National Park is a significant economic asset as it attracts both visitors and business to the New Forest, Hampshire and the South East. Maintaining this environmental asset makes an important contribution to both the local and regional economy.
 - The large areas covered by national and international nature conservation designations, and the high level of environmental protection provided by national planning policies, means that there are environmental constraints on new business and business expansion in the National Park.
 - There is no requirement in the emerging Regional Spatial Strategy to meet regional employment needs in the area, but local employers, typified by small, indigenous enterprises, do have business needs.
 - Unemployment is low, and with the working age population expected to fall, the employment needs of the area may not grow.
 - The key economic sectors found in the National Park include some low wage, low value-added businesses.

²⁰ NFDC Core Strategy Preferred Options Oct 2007

- Low paid employment results in residents' incomes that struggle to afford housing in the area, which is significantly more expensive than the averages in the wider region.
- The proximity of the urban conurbations to the east and west attract many residents to higher paid jobs, thus creating substantial commuter traffic flows. The expected future economic growth of these urban areas is likely to strengthen this trend, and add to traffic flows passing through the National Park.
- The tourist industry makes a significant contribution to the local economy. The challenge is to balance the economic benefits from visitors, whilst avoiding any material impact they may have on the environment.
- Whilst traditional rural land use activities provide only a small proportion of jobs in the area, they are essential for maintaining the land use management practices that help to conserve or enhance the landscape character and natural habitats of the National Park. With likely structural changes in the agricultural economy, there may be increasing demand for diversification of activities on farms to support ongoing agricultural activity.
- Whilst the practice of 'commoning' is integral to the character of the National Park and the maintenance of the landscape, its economic viability remains under pressure.
- Local businesses with a clear New Forest relevance and origin can provide local employment that will help to sustain the rural communities in the National Park.
- Retaining existing employment sites is difficult in the face of pressure for housing, particularly given the difference in land values between the two uses. However, to do so may be important in helping to sustain rural communities.
- There has been a loss of traditional skills and new skills are needed to support a mixed rural economy.

18. Consultations

'Future Matters' (Dec 2006).

18.1 The National Park Authority and New Forest District Council conducted a major consultation about the future of the New Forest in December 2006, and economic issues and options were raised during this consultation. The response to this consultation showed that the following were considered to be important:

- The sustaining of commoning and land management which contributes to the special qualities of the area.
- Supporting local skills and trades, and reflecting local distinctiveness in new development.
- Encourage business development in rural areas through use of existing buildings.
- Encourage a wide range of farm businesses to sustain the rural economy (farm diversification)

- Use the “New Forest” as a powerful brand to maximise the impact in marketing and other initiatives which use this identity to help support the survival rates of some small businesses
- Develop closer working between colleges and local businesses
- Encourage local business to demonstrate good environmental practice
- Encourage a sustainable approach to tourism management through the use of local produce and local products
- Improving management of access and travel arrangements for tourism
- Protecting local facilities, such as the post office, education facilities, police services, health services.

*‘Citizens Panel’ Survey (Nov 2004)*²¹.

- 18.2 Respondents in the National Park showed support for the following:
- Allowing only minimal development which meets local needs;
 - Protecting the New Forest from development is important even if it means providing less housing and facilities for local people;
 - The retention of employment sites;
 - Locating new employment development in the main towns, but
 - Allowing some new employment development in rural areas;
 - Not relaxing restrictive development policies to allow new industrial /storage development on farms in existing and new buildings.

19. Conclusion

- 19.1 In pursuing the National Park’s two purposes, the National Park Authority also has a duty to foster the social and economic well-being of local communities. A healthy local economy is essential in maintaining the life and vibrancy of the National Park, providing local employment and sustaining its rural communities. Flexibility is needed to respond to changes in the wider economy, but without compromising the special qualities and essentially rural character of the area.
- 19.2 To sustain the communities of the National Park it will be important to retain existing employment opportunities and this particularly important within the New Forest where high house values mean there is strong demand for alternative uses for employment land. During the ‘Future Matters’ consultation, 67% of organisations and 80% of individuals felt that the retention of existing employment sites was ‘important’. This is reflected in policy LP2.1 in the draft National Park Plan which seeks to retain employment sites.
- 19.3 Only 38% of organisations and 32% of respondents to the ‘Future Matters’ consultation considered it to be ‘important’ that business development was encouraged in rural areas through new development. Likewise, only 38% of organisations and 37% of individuals felt that is

²¹ New Forest District Council Nov 2004

‘important’ to allocate employment land to meet needs beyond existing requirements. This is reflected in policy LP2.2 of the draft National Park Plan which supports the re-use of redundant buildings, rather than the allocation of employment land in the National Park or through new employment development. With the unemployment rate low, the economically active population forecast to decline, and with no regional requirement for employment land in the National Park, this is considered to be a reasonable approach.

- 19.4 In terms of business development, Planning Policy Statement 7 *Sustainable Development in Rural Areas* recommends that the focus for new development should be in local service centres and should sustain and enhance country towns and villages. This supports the case for focusing development within the four defined Service Villages. PPS7 also advocates that limited development in rural settlements that are not designated as local service centres should be allowed in order to meet local business and community needs. The draft National Park Plan does this by supporting the re-use of redundant buildings outside the defined villages for employment purposes. .
- 19.5 The draft National Park Plan also recognised that whilst traditional rural land use activities (including commoning) provide only a small proportion of jobs in the area, they are essential for maintaining the land use management practices that help to conserve or enhance the landscape character and natural habitats of the National Park. Therefore support should be considered for diversification of activities on farms to sustain existing farm businesses.

Annex 1: An assessment of the quality of employment sites in the New Forest National Park

Assessment of the quality of employment sites – Employment Land Review

Assessment completed by New Forest District Council

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Appendix 4: Schedule of assessed sites

1. Introduction

- 1.1 In 2007 the New Forest District Council and the New Forest National Park Authority began the process of producing a joint Local Development Framework Core Strategy for both the area within the National Park and the New Forest District. As part of the evidence gathering stage to inform the development of the Core Strategy, a review of the employment land was undertaken for both the New Forest District and the National Park. This was conducted by the New Forest District Council, who extended work that it had previously done covering only the District area (which was published as background evidence to an Employment Development Plan Document). The work was extended to incorporate the National Park area.
- 1.2 Later in 2007 it was decided that the National Park Authority and the New Forest District Council would produce separate Core Strategy documents, rather than a joint Core Strategy. By this stage the District Council had completed the quality assessment of employment sites for the area both within the District and covering the National Park. When the District Council published their Core Strategy Preferred Options document for consultation in October 2007, it also published an Employment Land Review as part of the supporting background evidence papers. This document, of course, only included the review of the employment land in the New Forest District outside the National Park²². The work that covered the National Park, however, was retained and forms the review contained in this document.
- 1.3 National guidance²³ on undertaking employment land reviews recommends that an assessment of the quality of existing employment sites and allocations is a key part of the review process. It will assist in identifying sites which should be protected for employment use and those which should be released.
- 1.4 This assessment of the quality of employment sites has been based on the procedures recommended in the guidance. Hampshire County Council also carried out a quality assessment of larger available sites throughout Hampshire (Employment Sites Assessment Study 2004). The County study has also informed this review. External endorsement of the methodology for this review was received from a member of the New Forest Business Partnership.

2. Methodology

Objective of the Assessment

- 2.1 The objective is to assess the viability and suitability of existing employment sites for continued and future employment use through an examination of their quality, in terms of meeting market attractiveness

²²This can be found on the District Council website at: <http://www.newforestdc.gov.uk/index.cfm?articleid=7184>

²³ Employment Land Reviews: Guidance Note, ODP, 2004

and sustainability criteria. This assessment can be used to cover Stage 1 of the Employment Land Review as described in the guidance²⁴.

Scope of the Assessment

- 2.2 The quality assessment applies to existing employment sites with a size of 0.25 hectares / 500 square metres floor space or above. Within the National Park there are no current allocated or proposed employment sites, so this study only applies to existing employment sites.
- 2.3 Sites which are smaller than the threshold set for this study also make an important contribution to employment land supply. However, these sites are outside the scope of this assessment.

Relationship with housing

- 2.4 Government policy in PPS3 – Housing, requires local planning authorities to review their existing employment allocations to see if they would more appropriately be used for housing (paragraph 44). In assessing all employment sites above the threshold, redundant sites or sites currently in employment use, this review goes further than PPS3 requirements.

Market Segments and Types of Sites

- 2.5 The national guidance on employment land reviews sets out a classification of market segments to be considered in this review (see table in Appendix 1). However, not all the classes of sites are present within this area. Sites fall within just two categories: 'Established or Potential Office Locations'; and 'General Industrial / Business Areas'.
- 2.6 It is clear that different sites serve different needs, for example a remote rural workshop could not be properly compared with a small industrial estate offering low-cost premises, however the key consideration in undertaking this assessment is to assess whether the site is 'fit for purpose'.

Quality Assessment Criteria

- 2.7 There are two stages of criteria-based assessment. The first stage is the site appraisal criteria applying to all sites. The criteria for this stage are based on those listed in Appendix E of the ODPM guidance together with criteria used for Hampshire County Council's quality assessment. The second stage is the site release criteria. The criteria for the two stages were developed by the New Forest District Council and are set out in Appendix 2 and Appendix 3 to this report.

²⁴ Employment Land Reviews: Guidance Note, ODPM, 2004

Assessing Quality

- 2.8 The criteria are applied using a scale which grades the sites from low to high quality. This scale takes the form of a points score from 1 (indicating low quality) to 5 (high quality). Some 'key' criteria are considered more important than others within the assessment. The scores for these criteria are weighted according to the importance placed upon them. So, for example, the prominence of, and access to, a site is weighted to reflect the importance of these criteria in terms of market attractiveness. The key criteria are: site prominence, road access, public transport, impact on locality, and environmental constraints.
- 2.9 Most criteria apply to both existing and proposed employment sites, but some criteria apply only to existing sites and some others apply only to proposed sites. The type of site to which each criterion applies is indicated in Appendix 2. Within the National Park there is no allocated employment land, so the criteria that applies only to proposed sites has not been used.
- 2.10 Score bands have been formulated within which the assessed sites will fit, as set out below. Each band is based on the standards of quality (determined by the average equivalent score) expected to be achieved for that band, when set against the quality assessment criteria.

High quality sites should achieve an average score equivalent to 'high quality' on the key criteria and not less than 'average' on all other criteria (score band 62 – 70);

Above average quality sites should achieve an average score equivalent to 'above average' on the key criteria and not less than 'average' on all other criteria (score band 52 – 61);

Average quality sites should achieve an average score equivalent to 'average' on key criteria and not less than 'below average' on all other criteria (score band 38 – 51);

Below average quality sites should achieve an average score equivalent to 'below average' on key criteria and not more than 'average' on other criteria (score band 23 – 37);

Low quality sites should achieve an average score equivalent to 'low quality' on key criteria and not more than 'average' on other criteria (score band 14 – 22).

- 2.11 Any sites which fall within the 'below average quality' or 'low quality' bands are carried forward to be considered against the release criteria set out in Appendix 3. Also, any sites which score 'low quality' on any two of the key criteria will also be considered against the release criteria.

Release Criteria

- 2.12 This stage applies to any sites which score low quality or below average following the first stage assessment.
- 2.13 The release criteria in this assessment are based on the indicative criteria put forward in the ODPM guidance (Box 4.5 of the guidance), with the addition of another section of assessment criteria covering 'Local Planning Factors'. These additional criteria are designed to incorporate the planning considerations which are important for meeting the employment objectives of the Local Plan. They take into account local demand and supply considerations, whether sites are 'fit for purpose', and the scope for making alternative provision within the area to meet local needs.
- 2.14 Unlike the quality assessment the release criteria are not scored. Instead, an assessment is made as a result of a series of judgements made against the criteria.

3. Results of Quality Assessment

- 3.1 A total of 36 sites were identified in the National Park as meeting the threshold for the survey and were assessed against the quality criteria, and can be found in Annex 4. The assessment of all sites showed the following quality levels:

Above average quality	1
Average quality	19
Below average quality	14
Low quality	2

- 3.2 The results show that 20 sites fall within the categories of average quality or above and 16 sites fall within the below average or low quality categories.

Location of Sites within the Assessment

- 3.3 Of the 36 sites assessed 9 are located within the defined New Forest villages (as per the New Forest District Local Plan), and the remaining 27 are dispersed throughout the rest of the National Park outside the defined villages.
- 3.4 An assessment of the distribution of scores according to site location within or outside defined settlements was made. Of the 9 sites located within the defined villages, 100% are within average or above average categories. Of the remaining 27 sites outside the defined villages, 13, or 48% fall within the below average and low quality categories. The average score for sites within the defined villages is 43.4 whereas the average score for sites outside settlements is 34.

- 3.5 This indicates that by the nature of their locations, sites outside the defined villages tend to be less prominent, more remote from main access routes, public transport and other facilities and services, which results in low scores against key assessment criteria. Even so, many such sites can still be attractive to businesses and meet particular market requirements.

Employment Segments

- 3.6 Only two of the ten employment segments were identified within the National Park: established or potential office locations, and general industrial / business areas. Of the 36 sites assessed, 30 were for general industrial or business use, and the remaining were either established, or potential office locations.

Employment Allocations

- 3.9 None of the New Forest District Local Plan, the Salisbury District Local Plan, or the Test Valley Borough Local Plan contain any employment land allocations within the National Park.

4. Results of Release Assessment

- 4.1 In accordance with the methodology, all sites which fall within the below average, or low quality categories were considered against the release criteria. A total of 14 sites were found to be in the below average quality category, and 2 in the low quality category. All the sites considered against the release criteria are located outside the defined villages.
- 4.2 As section 3.4 highlights, the sites outside the defined villages performed less well against the quality assessment criteria relative to those within the defined villages. Despite this, **the results of the release assessment recommend that none of these sites is suitable for release.** In the main, this is because, in response to Sustainable Development Factors, the location and isolated nature of many of these sites means that the current employment use is the only acceptable form of built development. Also, in response to Local Planning Factors, the existing use is not of overriding detriment to the character or amenities of the area, no overriding benefits would arise from alternative uses of the sites, and in many cases no alternative sites are available for the business to relocate.
- 4.3 **The results indicate that all employment sites within the scope of the assessment are fit for purpose and should be retained for their current employment use.**

Appendix 1

A CLASSIFICATION OF EMPLOYMENT PROPERTY MARKET SEGMENTS AND TYPES OF SITE	
Established or Potential Office Locations	<i>Site and premises in or on the edge of town centres, capable of supporting pure office uses.</i>
High Quality Business Parks	<i>Large sites already occupied by or likely to attract national or multi-national firms. Likely to have significant office and R&D presence. Sites usually have high quality buildings, environment and access to strategic transport networks.</i>
Research and Technology Parks	<i>Usually office-based developments associated with academic and research institutions consisting of incubator units in urban locations or more extensive edge / out of town locations.</i>
Warehouse / Distribution Parks	<i>Large edge / out of town sites at transport interchanges.</i>
General Industrial / Business Areas	<i>Often older, more established premises which in terms of location, access and operating conditions are well suited for retention in industrial use.</i>
Heavy / Specialist industrial Sites	<i>Generally large sites close to manufacturing and processing industries. Often concentrated around ports, riversides and docks.</i>
Incubator / SME Cluster Sites	<i>Usually modern purpose built, serviced units.</i>
Specialised Freight Terminals	<i>Distribution sites for aggregates or road, rail, air and wharves.</i>
Sites for Specific Occupiers	<i>Sites adjoining existing established employers which are identified for their use.</i>
Recycling / Environmental Industries	<i>Recycling plants and other uses may require significant areas for external storage. If located in modern premises and plant sites may be suitable for light industry and offices, but because of perceptions and environment may not be marketable.</i>

Based on ODPM Planning Employment Land Reviews 2004

Appendix 2

Criteria for the Measurement of the Quality of Employment Land and Premises²⁵

Character of Area (Existing Sites)		
Score		Indicator
5	High	Established commercial area with room to expand
4	Above average	Established commercial area
3	Average	Mixed commercial / residential area
2	Below average	Residential area with some commercial uses
1	Low	Mainly residential area with no / few other commercial uses

Quality of Site (Existing Sites)		
Score		Indicator
5	High	Visually attractive with ample parking, excellent landscaping and services
4	Above average	Visually attractive with good parking provision, landscaping and services
3	Average	Unremarkable with adequate levels of parking, limited landscaping and services
2	Below average	Untidy site with limited levels of parking, little landscaping
1	Low	Scruffy site with inadequate levels of parking, poor quality or no landscaping

Quality of Buildings (Existing Sites)		
Score		Indicator
5	High	New or refurbished premises of top specification
4	Above average	Modern premises recently occupied, flexible accommodation with good facilities
3	Average	Refurbished older building or modern building with inflexible accommodation
2	Below average	Older building but with potential for conversion or refurbishment
1	Low	Older building in poor condition with limited potential for conversion or refurbishment

Site Prominence – Key Criterion (Existing and Proposed Sites)		
Score (weighting x 3)		Indicator
5	High	Gateway site visible from main road network
4	Above average	Visible site on main road or prominent estate
3	Average	On a main road or prominent estate away from view
2	Below average	Visible on a minor road or estate
1	Low	On a minor road or estate away from view

²⁵ Developed by the New Forest District Council

Road Access – Key Criterion (Existing and Proposed Sites)		
Score (weighting x 3)		Indicator
5	High	Immediate access to strategic road network; easy access for all vehicles
4	Above average	Adjoining main road; easy access for all vehicles
3	Average	Indirect or restricted access to main road; easy access for all vehicles
2	Below average	Restricted access for HGVs; restricted access to major road network
1	Low	Restricted access for commercial vehicles; severely restricted access to main road

Public Transport Access – Key Criterion (Existing and Proposed Sites)		
Score (weighting x 2)		Indicator
5	High	Near to station; frequent bus route; good cycle and pedestrian links
4	Above average	Near to station or peak time bus route; near to cycle route; good pedestrian links
3	Average	Near to either a station, or peak time bus route, or cycle route; with pedestrian links
2	Below average	Not near a station, peak time bus route, or cycle route; with pedestrian links
1	Low	Not near any of the above
<i>Note: "Near" facilities is within 10 minutes walk.</i>		

Local Amenities (Existing and Proposed Sites)		
Score		Indicator
5	High	Near town centre facilities
4	Above average	Near local centre facilities
3	Average	Near limited range of basic facilities
2	Below average	Near one or two facilities
1	Low	Not near facilities
<i>Note: "Facilities" include one or more of bank, convenience shop / newsagent, pub. "Near" facilities is within 10 minutes walk.</i>		

Impact on Locality – Key Criterion (Existing and Proposed Sites)		
Score (weighting x 2)		Indicator
5	A good neighbour	No impact on residential amenity. No cultural heritage constraints on expansion
4	Above average	Minor impact on residential amenity and / or with minor cultural heritage constraints
3	Average	Acceptable impact on residential amenity and / or with some cultural heritage constraints
2	Below average	Negative impact on residential amenity and / or cultural heritage interests
1	A bad neighbour	Serious negative impact on residential amenity and / or cultural heritage interests

Site Availability & Constraints (Proposed Sites)		
Score		Indicator
5	Immediately available	No obstacles to development
4	Available short term	Easily resolved obstacles to development
3	Available medium term	Some obstacles to development; moderately costly and time consuming to resolve
2	Available long term	Major obstacles to development; difficult, costly and time consuming to resolve
1	Potentially available	Major obstacles to development; very difficult costly and time consuming to resolve

Environmental Constraints – Key Criterion (Proposed Sites)		
Score (weighting x 2)		Indicator
5	No constraints	No apparent environmental constraints on development
4	Minor constraints	Potential minor landscape, nature conservation constraints on development
3	Some constraints	Landscape and /or nature conservation constraints requiring mitigation
2	Significant constraints	Significant negative impact on trees, landscape and / or conservation designations requiring major mitigation. Potential flood risk
1	Serious constraints	Flood risk area. Serious negative impact on trees, landscape and / or conservation designations

Appendix 3

Criteria Used to Assess Whether Employment Sites are to be Released²⁶

Market Attractiveness Factors
<i>Has the site been formally identified for employment for at least 10 years?</i>
<i>Has there been any recent development activity within the last 5 years? (planning / building regs. applications on works on site)</i>
<i>Is the site being actively marketed as an employment site?</i>
<i>Is the site owned by a developer or another agency known to undertake employment development?</i>
<i>Is the site in multiple ownership / occupation, or owned by an organisation unlikely to bring it forward for development?</i>
<i>Is there a valid permission for employment development likely to meet market requirements?</i>
<i>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</i>
Sustainable Development Factors
<i>Would the site be allocated today for employment development, measured against present sustainability criteria (including the sequential test, public transport and freight access, environmental impacts, and brownfield / greenfield considerations)?</i>
<i>Is employment the only acceptable form of built development on this site (for example due to contamination, neighbouring uses, or sustainable development reasons)?</i>
Strategic Planning Factors
<i>Is the site within an area of strategic importance to the delivery of the RSS/RES?</i>
<i>Is the site identified or likely to be required for a specific user or specialist use?</i>
<i>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</i>
<i>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make the employment development viable?</i>
<i>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</i>
Local Planning Factors
<i>Is the site designated as a "key" industrial site?</i>
<i>Is the site essential to the current or future provision of local employment opportunities?</i>
<i>Is the existing use of the site detrimental to the character or amenities of adjoining areas?</i>
<i>Is the site capable of being satisfactorily used for continuing or alternative employment use (including whether the site is "fit for purpose") having regard to the affect on the character and amenities of adjoining areas?</i>
<i>Would alternative use of the site result in overriding benefits to the local area?</i>
<i>Would an alternative use of the site be likely to restrict the range of uses which can be carried out by neighbouring businesses?</i>
<i>Are there alternative sites available within the locality which can better meet local needs?</i>

Based on ODPM Planning Employment Land Reviews 2004

²⁶ Developed by New Forest District Council

Appendix 4

Schedule of assessed sites in the National Park Quality assessment of sites

(Schedule completed by New Forest District Council)

Employment Sites Quality Assessment: Above Average Quality Sites

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
LYND7	Ocknell House	<i>Employment Segmen</i>	<i>Character of Area</i>	3	Edge of village.	52
	Gosport Lane Lyndhurst	Established or Potential Office Locations	<i>Quality of Site</i>	3	Adequate parking.	<i>Release Assessment Required?</i>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	3	Built in 1980s.	<input type="checkbox"/>
			<i>Site Prominence</i>	15	(5x3) Gateway to Lyndhurst.	
			<i>Road Access</i>	12	(4x3) Adjoining main road.	
			<i>Public Transport Access</i>	6	(3x2) Peak bus route.	
			<i>Local Amenities</i>	4	Near village facilities.	
			<i>Impact on Locality</i>	6	(3x2) Acceptable impact, within National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Accessible office accommodation within the National Park. No release assessment required.	

Employment Sites Quality Assessment: Average Quality Sites

Site Ref	Site Name / Address	Site Classification	Assessment Criteria	Score	Comment	Overall Score
ASH1	Wessex Institute of Technology Ashurst Lodge Ashurst	<i>Employment Segmen</i> Established or Potential Office Locations <i>Valuation Office Agency Description</i> Offices and Premises	<i>Character of Area</i>	3	On its own.	41 <i>Release Assessment Required?</i> <input type="checkbox"/>
			<i>Quality of Site</i>	4	Very attractive Forest setting. Adequate parking.	
			<i>Quality of Buildings</i>	3	Well maintained older building.	
			<i>Site Prominence</i>	9	(3x3) Signed from A35 but not visible.	
			<i>Road Access</i>	9	(3x3) Access road leading from A35. Restricted access for HGVs.	
			<i>Public Transport Access</i>	6	(3x2) Near peak bus route.	
			<i>Local Amenities</i>	1	None.	
			<i>Impact on Locality</i>	6	(3x2) National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Rural office site situated in high quality environment with good access to main road network. Outside a settlement and within the National Park; no alternative use would be appropriate. No release assessment required.	
BROC1	Redmayne Engineering Co Station Approach Brockenhurst	<i>Employment Segmen</i> General Industrial / Business Areas <i>Valuation Office Agency Description</i> Factory and Premises	<i>Character of Area</i>	3	Residential to north and west.	39 <i>Release Assessment Required?</i> <input type="checkbox"/>
			<i>Quality of Site</i>	2	Very constrained. No landscaping and limited parking.	
			<i>Quality of Buildings</i>	2	Asbestos-type sheds but well maintained.	
			<i>Site Prominence</i>	3	(1x3) Tucked away behind buildings and hedge.	
			<i>Road Access</i>	9	(3x3) Narrow access to A337.	
			<i>Public Transport Access</i>	10	(5x2) Next to station.	
			<i>Local Amenities</i>	4	Close to village centre	
			<i>Impact on Locality</i>	6	(3x2) Visually unattractive but otherwise assumed acceptable.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Constrained site next to station and village centre. No release assessment required.	

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
BROC3	24 Brookley Road Brockenhurst	<i>Employment Segmen</i> General Industrial / Business Areas <i>Valuation Office Agency Description</i> Car Showroom and Premises	<i>Character of Area</i> <i>Quality of Site</i> <i>Quality of Buildings</i> <i>Site Prominence</i> <i>Road Access</i> <i>Public Transport Access</i> <i>Local Amenities</i> <i>Impact on Locality</i> <i>Site Availability Constraints</i> <i>Environmental Constraints</i> <i>Overall Comment:</i>	3 3 3 6 6 10 4 8 0 0	Shops adjoining and opposite and dwellings. Garage and car sales. Smart purpose-built premises. (2x3) Visible from minor local road. (2x3) Access into site narrow and often with parked cars. (5x2) Within easy walk to Brockenhurst station. Near to village centre. (4x2) Quiet clean and well maintained. Garage site within New Forest Village. Proximity to village centre and good public transport ensures good overall score for this site. No release assessment required.	43 <i>Release Assessment Required?</i> <input type="checkbox"/>
BROC4	Sway Road Garage Sway Road Brockenhurst	<i>Employment Segmen</i> General Industrial / Business Areas <i>Valuation Office Agency Description</i> Car Showroom and Premises	<i>Character of Area</i> <i>Quality of Site</i> <i>Quality of Buildings</i> <i>Site Prominence</i> <i>Road Access</i> <i>Public Transport Access</i> <i>Local Amenities</i> <i>Impact on Locality</i> <i>Site Availability Constraints</i> <i>Environmental Constraints</i> <i>Overall Comment:</i>	1 3 3 6 9 10 4 6 0 0	Mainly residential. Site on apposite side of Sway Road used for parking, so adequate. Converted older buildings and large workshops - inflexible. (2x3) Minor local road. (3x3) Reasonably easy access via local roads. (5x2) Close to mainline station and frequent bus route. Near to village centre. (3x2). Garage site in New Forest Village. Proximity to village centre and public transport ensures good overall score for this site. No release assessment required.	42 <i>Release Assessment Required?</i> <input type="checkbox"/>

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
CAD3	Windle Works Southampton Road Copythorne	<i>Employment Segmen</i> General Industrial / Business Areas <i>Valuation Office</i> <i>Agency Description</i> Warehouse and Premises	<i>Character of Area</i>	2	Mainly residential.	46 <i>Release</i> <i>Assessment</i> <i>Required?</i> <input type="checkbox"/>
			<i>Quality of Site</i>	3	Adequate parking. No landscaping.	
			<i>Quality of Buildings</i>	3	Some refurbishment - windows on frontage.	
			<i>Site Prominence</i>	12	(4x3)	
			<i>Road Access</i>	12	(4x3) on main road.	
			<i>Public Transport Access</i>	6	(3x2) Half hourly bus service.	
			<i>Local Amenities</i>	2	Garden centre and pub.	
			<i>Impact on Locality</i>	6	(3x2) Within National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Rural site outside a settlement within National Park. Location on busy main road ensure high scores for access and prominence. No release assessment required.	
CAD4	Ringwood Road Saw Mills Ringwood Road Copythorne	<i>Employment Segmen</i> General Industrial / Business Areas <i>Valuation Office</i> <i>Agency Description</i> Sawmill and Premises	<i>Character of Area</i>	3	Rural location with some adjoining housing.	41 <i>Release</i> <i>Assessment</i> <i>Required?</i> <input type="checkbox"/>
			<i>Quality of Site</i>	2	No landscaping.	
			<i>Quality of Buildings</i>	1	Lots of sheds.	
			<i>Site Prominence</i>	12	(4x3) On main road.	
			<i>Road Access</i>	12	(4x3) Adjoining main road.	
			<i>Public Transport Access</i>	6	(3x2) Half hourly bus service.	
			<i>Local Amenities</i>	1	None.	
			<i>Impact on Locality</i>	4	(2x2) Noisy saw mills with adjoining residential properties. National Park location.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Poor quality buildings, but prominent main road location and frequent bus service bring the score up. Not within a settlement within National Park. No release assessment required.	

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
LYND1	Castle Malwood	<i>Employment Segmen</i>	<i>Character of Area</i>	3	Established commercial site in rural location.	45
	Minstead Lyndhurst	Established or Potential Office Locations	<i>Quality of Site</i>	3	Adequate parking. Landscaping associated with house.	<i>Release Assessment Required?</i> <input type="checkbox"/>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	3	Mixed. Historic house within Conservation Area and adjacent 1960s office block. Also storage compound with brick sheds.	
		Offices and Premises	<i>Site Prominence</i>	12	(4x3) Visible entrance from A31.	
			<i>Road Access</i>	15	(5x3) Immediate access onto A31.	
			<i>Public Transport Access</i>	2	(1x2) On hourly bus route but doesn't stop here. Isolated from residential areas.	
			<i>Local Amenities</i>	1	None.	
			<i>Impact on Locality</i>	6	(3x2) Within National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		This isolated site in the National Park scores well due to immediate access to the strategic road network. No release assessment required.	
LYND2	Appletree Court	<i>Employment Segmen</i>	<i>Character of Area</i>	1	Mainly residential area.	45
	Gosport Lane Lyndhurst	Established or Potential Office Locations	<i>Quality of Site</i>	4	Excellent landscaping and good parking provision.	<i>Release Assessment Required?</i> <input type="checkbox"/>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	3	Mixed. Converted older building with 1950s and 1980s extensions.	
		Offices and Premises	<i>Site Prominence</i>	9	(3x3) Near main road but not visible from it.	
			<i>Road Access</i>	12	(4x3) Adjacent to main road.	
			<i>Public Transport Access</i>	6	(3x2) Near to frequent bus route.	
			<i>Local Amenities</i>	4	Short walk to village centre.	
			<i>Impact on Locality</i>	6	(3x2) Within National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Pleasant office site adjoining main roads and close to village centre facilities. No release assessment required.	

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
LYND3	Hawklease	<i>Employment Segmen</i>	<i>Character of Area</i>	1	Mainly residential with church adjacent to the south-east.	40
	Chapel Lane Lyndhurst	Established or Potential Office Locations	<i>Quality of Site</i>	4	Newly refurbished premises and grounds.	Release Assessment Required? <input type="checkbox"/>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	5	Top specification building.	
		Offices and Premises	<i>Site Prominence</i>	3	(1x3) Minor road	
			<i>Road Access</i>	9	(3x3) Near main road.	
			<i>Public Transport Access</i>	6	(3x2) Near frequent bus route.	
			<i>Local Amenities</i>	4	Near village centre shops.	
			<i>Impact on Locality</i>	6	(3x2) Office use limited impact but in National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Top specification offices in pleasant location. However lack of visibility on a minor road limits the score for this site. No release assessment required.	
LYND4	Seward Ltd	<i>Employment Segmen</i>	<i>Character of Area</i>	4	Within village commercial centre.	45
	77 High Street Lyndhurst	General Industrial / Business Areas	<i>Quality of Site</i>	3		Release Assessment Required? <input type="checkbox"/>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	4	Modern premises.	
		Workshop and Premises	<i>Site Prominence</i>	12	(4x3) Visible.	
			<i>Road Access</i>	6	(2x3) Adjoining main road. Problems with deliveries by HGV which can block the High Street.	
			<i>Public Transport Access</i>	6	(3x2) Near frequent bus route.	
			<i>Local Amenities</i>	4	Within village centre.	
			<i>Impact on Locality</i>	6	(3x2) Within Conservation Area and National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Potentially higher scoring site, but problems with delivery vehicles reduce the score. No release assessment required.	

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
LYND6	Pats Garage Romsey Road Lyndhurst	<i>Employment Segmen</i> General Industrial / Business Areas <i>Valuation Office Agency Description</i> Car Showroom and Premises	<i>Character of Area</i>	2	Busy road into village. Mainly residential uses with some commercial.	48 <i>Release Assessment Required?</i> <input type="checkbox"/>
			<i>Quality of Site</i>	3	Unremarkable garage site.	
			<i>Quality of Buildings</i>	3	Ageing modern building and canopy.	
			<i>Site Prominence</i>	12	(4x3) Adjoining main road.	
			<i>Road Access</i>	12	(4x3) Main road.	
			<i>Public Transport Access</i>	6	(3x2) Near frequent bus route.	
			<i>Local Amenities</i>	4	Near village centre.	
			<i>Impact on Locality</i>	6	(3x2) Within National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Car sales showroom and car servicing in prominent location on main road close to village centre. Provides valuable local service. No release assessment required.	
NET1	Carlton House Ringwood Road Netley Marsh	<i>Employment Segmen</i> Established or Potential Office Locations <i>Valuation Office Agency Description</i> Offices and Premises	<i>Character of Area</i>	4	On its own.	47 <i>Release Assessment Required?</i> <input type="checkbox"/>
			<i>Quality of Site</i>	3	Loads of parking but still inadequate.	
			<i>Quality of Buildings</i>	3	Character building (not Listed). Inflexible accommodation but with flexible extensions.	
			<i>Site Prominence</i>	12	(4x3) Visible from main road.	
			<i>Road Access</i>	12	(4x3) Easy access to main road.	
			<i>Public Transport Access</i>	6	(3x2) Half hourly bus service. Isolated from residential areas.	
			<i>Local Amenities</i>	1	None.	
			<i>Impact on Locality</i>	6	(3x2) Some visual impact. Within National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Isolated offices on main road. Some recent extensions to the buildings, so this obviously meets the occupiers requirements. No release assessment required.	

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
NET2	Netley Marsh Workshops Ringwood Road Netley Marsh	<i>Employment Segmen</i> General Industrial / Business Areas <i>Valuation Office Agency Description</i> Workshop, Hostel, Commercial Unit and Premises	<i>Character of Area</i>	3	Some residential. Community use adjacent to east.	47 <i>Release Assessment Required?</i> <input type="checkbox"/>
			<i>Quality of Site</i>	4	Attractive site. Adequate parking.	
			<i>Quality of Buildings</i>	3	Converted older buildings.	
			<i>Site Prominence</i>	12	(4x3) On main road.	
			<i>Road Access</i>	12	(4x3) Adjoining main road.	
			<i>Public Transport Access</i>	6	(3x2) Frequent bus route.	
			<i>Local Amenities</i>	1	None	
			<i>Impact on Locality</i>	6	(3x2) National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Prominent group of small workshops on main road. No release assessment required.	
NET5	Mortimers Farm Romsey Road Netley Marsh	<i>Employment Segmen</i> General Industrial / Business Areas <i>Valuation Office Agency Description</i> Store, Warehouse, Workshop and Premises	<i>Character of Area</i>	4	Small estate.	47 <i>Release Assessment Required?</i> <input type="checkbox"/>
			<i>Quality of Site</i>	4	Mixed. Some large sheds, but some new stuff which is very smart.	
			<i>Quality of Buildings</i>	4	Very good new buildings on about one third of the site.	
			<i>Site Prominence</i>	9	(3x3) Visible but set back from the main road.	
			<i>Road Access</i>	15	(5x3) On main road and very close to the motorway.	
			<i>Public Transport Access</i>	4	(2x2) Hourly bus service.	
			<i>Local Amenities</i>	1	None	
			<i>Impact on Locality</i>	6	(3x2) Some adjoining properties. Countryside location and within National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Rural industrial estate adjoining Paultons Park. A mixture of very smart new developme and sheds. Offers excellent access to motorway. No release assessment required.	

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
SDC3	Glendale Farm Salisbury	<i>Employment Segmen</i> General Industrial / Business Areas <i>Valuation Office Agency Description</i>	<i>Character of Area</i> <i>Quality of Site</i> <i>Quality of Buildings</i> <i>Site Prominence</i> <i>Road Access</i> <i>Public Transport Access</i> <i>Local Amenities</i> <i>Impact on Locality</i> <i>Site Availability Constraints</i> <i>Environmental Constraints</i> <i>Overall Comment:</i>	3 2 3 9 15 4 1 6 0 0	Rural site; dwelling on site. Parking inadequate, no landscaping. Mixture of converted farmbuildings and new sheds, undistinguished appearance. (3x3) On A36 but behind frontage. (5x3) Direct access to A36. (2x2) Hourly bus service on A36. Remote from pedestrian/ cycle facilities etc. None. (3x2) Few dwellings to impact on. National Park. Isolated site with direct access to A36 strategic road. No release assessment required.	43 <i>Release Assessment Required?</i> <input type="checkbox"/>
SDC4	Jewsons Common Lane Salisbury	<i>Employment Segmen</i> General Industrial / Business Areas <i>Valuation Office Agency Description</i> Warehouse and Premises	<i>Character of Area</i> <i>Quality of Site</i> <i>Quality of Buildings</i> <i>Site Prominence</i> <i>Road Access</i> <i>Public Transport Access</i> <i>Local Amenities</i> <i>Impact on Locality</i> <i>Site Availability Constraints</i> <i>Environmental Constraints</i> <i>Overall Comment:</i>	3 3 3 6 12 4 1 6 0 0	Predominantly rural, scattered dwellings. Parking adequate, no landscaping but site surrounded with hedgerowns and woodland. Large sheds of mixed age. (2x3) Visible from minor road. (4x3) Easy access to A36. (2x2) Hourly bus service between Southampton and Salisbury. None. (3x2) National Park. Isolated site with easy access to A36. No release assessment required.	38 <i>Release Assessment Required?</i> <input type="checkbox"/>

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
SWY1	Sway Park	<i>Employment Segmen</i>	<i>Character of Area</i>	3	Dwellings nearby.	39
	Station Road Lymington	General Industrial / Business Areas	<i>Quality of Site</i>	2	No landscaping. Sufficient car parking but none for HGVs.	Release Assessment Required? <input type="checkbox"/>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	3	Small units.	
		Store, Workshop and Premises	<i>Site Prominence</i>	3	(1x3) Tucked away down small station access road.	
			<i>Road Access</i>	6	(2x3) Restricted access for HGVs.	
			<i>Public Transport Access</i>	10	(5x2) Adjoining mainline railway station.	
			<i>Local Amenities</i>	4	Village shops and pubs nearby.	
			<i>Impact on Locality</i>	8	(4x2) Well tucked away. No immediate impact.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Small industrial units within New Forest village remote from main road network. Proximity to station and village centre help make this an average quality site. No release assessment required.	
SWY2	Meadens of Sway	<i>Employment Segmen</i>	<i>Character of Area</i>	2	Car sales / servicing on the edge of the village.	38
	Durnstown Lymington	General Industrial / Business Areas	<i>Quality of Site</i>	3	Tidy, but no landscaping. Inadequate parking on site, road parking required.	Release Assessment Required? <input type="checkbox"/>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	3	Converted and extended building.	
			<i>Site Prominence</i>	6	(2x3) Highly visible on minor roads.	
		Car Showroom and Premises	<i>Road Access</i>	9	(3x3) Accessed via narrow Forest roads, but HGVs appear to manage.	
			<i>Public Transport Access</i>	6	(3x2) Station in village. Pedestrian and cycle access to residential areas.	
			<i>Local Amenities</i>	3	Near village centre. Pub.	
			<i>Impact on Locality</i>	6	(3x2) Not visually attractive.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Garage site in New Forest Village. Provides valuable facility. No release assessment required.	

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
TVBC1	Chatmohr Business Park Crawley Hill Romsey SO51 6AP	<i>Employment Segmen</i> <i>General Industrial / Business Areas</i> <i>Valuation Office Agency Description</i>	<i>Character of Area</i>	3	Primarily rural; large dwelling nearby	43
			<i>Quality of Site</i>	3	Parking neatly laid out, site surrounded with parkland	<i>Release Assessment Required?</i>
			<i>Quality of Buildings</i>	3	Some converted buildings (former stable yard?) and some new offices - primarily an office site	
			<i>Site Prominence</i>	6	(2x3) Site is not visible from road network - set well back	<input type="checkbox"/>
			<i>Road Access</i>	12	(4x3) Direct access to A36 via narrow private drive - not suitable for HGVs - this is an office development	
			<i>Public Transport Access</i>	6	(3x2) Bus route along A36	
			<i>Local Amenities</i>	2	Limited facilities in West Wellow	
			<i>Impact on Locality</i>	8	(4x2) Very little impact. Within National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Office site in parkland setting with good access to primary road network. No release assessment required.	

Employment Sites Quality Assessment: Release Assessment Sites

Site Ref	Site Name / Address	Site Classification	Assessment Criteria	Score	Comment	Overall Score
BROC2	Bucklers Hard Boat Builders Ltd	<i>Employment Segmen</i>	<i>Character of Area</i>	3	Rural site.	22 <i>Release Assessment Required?</i> <input checked="" type="checkbox"/>
	Agamemnon Boatyard Brockenhurst	General Industrial / Business Areas	<i>Quality of Site</i>	2		
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	3	Pupose-built sheds.	
			<i>Site Prominence</i>	3	(1x3) Invisible.	
		Workshop and Premises	<i>Road Access</i>	3	(1x3) Access via single track road well away from any main road.	
			<i>Public Transport Access</i>	2	(1x2) None.	
			<i>Local Amenities</i>	2	Pub / hotel in Bucklers Hard.	
			<i>Impact on Locality</i>	4	(2x2) Impact an nature conservation and landscape interests.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Remote site, isolated from facilities. Release assessment required.	

Release Assessment Report:

Market Attractiveness Factors:- Site currently in employment use. Remote and probably unattractive as a business location to other than boat-building concerns.

Sustainable Development Factors:- The current use is the only acceptable form of built development on the site due to its isolated location within the National Park.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- The boat building activity on this site stems from a long history of boat building associated with this location on the Beaulieu River. The current use is clearly ca of continuing on this site. The business has some impact upon the sensitive nature conservation and landscape of the area. An alternative use would not be appropriate.

Conclusion: Not to be considered for release.

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
CAD1	Cadnam Works	<i>Employment Segmen</i>	<i>Character of Area</i>	2	Mainly residential. No room to expand.	35
	Southampton Road Copythorne	General Industrial / Business Areas	<i>Quality of Site</i>	3	Adequate parking.	<i>Release Assessment Required?</i>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	3	Inflexible accommodation. Relatively modern extensions.	
		Workshop and Premises	<i>Site Prominence</i>	9	(3x3) Just off main road and hidden behind housing.	<input checked="" type="checkbox"/>
			<i>Road Access</i>	6	(2x3) Restricted access for HGVs.	
			<i>Public Transport Access</i>	6	(3x2) Near frequent bus route.	
			<i>Local Amenities</i>	2	Near corner shop.	
			<i>Impact on Locality</i>	4	(2x2) Paint spray workshop. Within National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Constrained site located behind housing on two sides. Paint shop may cause nuisance to ne neighbours. Release assessment required.	

Release Assessment Report:

Market Attractiveness Factors:- Several planning permissions in recent years for extension, fencing, installation of flues.

Sustainable Development Factors:- This site is in a rural area within the National Park. It has good access to the main road network, but is close to neighbouring residential properties.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- The site provides local employment opportunities and is clearly fit for the purposes of the current occupier. There are no alternative sites available within the loc
The recent permissions relating to the current use have allowed for consultation and consideration of potential environmental impacts upon neighbouring uses.

Conclusion: Not to be considered for release.

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
CAD2	Brewgas	<i>Employment Segmen</i>	<i>Character of Area</i>	2	Residential Street.	34
	Old Lyndhurst Road Copythorne	General Industrial / Business Areas	<i>Quality of Site</i>	1	Untidy with limited parking.	<i>Release Assessment Required?</i> <input checked="" type="checkbox"/>
			<i>Quality of Buildings</i>	2	Capable of refurbishment.	
		<i>Valuation Office Agency Description</i>	<i>Site Prominence</i>	6	(2x3) Minor residential road.	
		Store and Premises	<i>Road Access</i>	9	(3x3)	
			<i>Public Transport Access</i>	6	(3x2) Near frequent bus service.	
			<i>Local Amenities</i>	2	Near corner shop.	
			<i>Impact on Locality</i>	6	(3x2) Movements of gas cylinders. Within National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Storage of gas cylinders in residential area. untidy and constrained site. Release assessmer required.	

Release Assessment Report:

Market Attractiveness Factors:- No recent planning applications. Originally used for egg packing and distribution. Use established in 1977 as 'light industrial building for any purpose'. Constrained site within residential area.

Sustainable Development Factors:- This site is within a rural area within the National Park. It is close to neighbouring residences.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- The site provides local employment opportunities and is clearly fit for the purposes of the current occupier. There are no alternative sites available within the loc Policy would seek to retain employment use of the site unless overriding benefits would result. The current use appears to be acceptable therefore no overriding benefits would accrue f redevelopment.

Conclusion: Not to be considered for release.

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>	
LEPE1	Whitefield Farm	<i>Employment Segmen</i>	<i>Character of Area</i>	3	Rural site.	35	
	Lepe Road Blackfield	General Industrial / Business Areas	<i>Quality of Site</i>	3	Adequate parking.		<i>Release Assessment Required?</i>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	3	Converted rural barns and outbuildings.		
		Workshop, Studio and Premises	<i>Site Prominence</i>	6	(2x3) Visible on minor rural road.		
			<i>Road Access</i>	9	(3x3) Easy access for HGVs and easy access to main road network, but a little distant.		
			<i>Public Transport Access</i>	2	(1x2) Sunday tourist bus service.		
			<i>Local Amenities</i>	1	None		
			<i>Impact on Locality</i>	8	(4x2) On its own. Within National Park.		
			<i>Site Availability Constraints</i>	0			
			<i>Environmental Constraints</i>	0			
			<i>Overall Comment:</i>		Good quality accommodation in isolated location. Release assessment required.		

Release Assessment Report:

Market Attractiveness Factors:- Location on minor road and isolation from facilities results in below average score. Most recent permission for gas tank. Workshop uses stem from early mid 1990s.

Sustainable Development Factors:- This site is outside the built up area of Langley within the National Park, some distance from the facilities in Blackfield. Alternative forms of built development would not be appropriate in this location.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- The site provides accessible (albeit isolated) premises which are fit for the purposes of the current occupiers. The site is capable of continuing in its current use which meet a local need. There are few alternative sites available within the locality. Alternative uses would not be appropriate and no benefits would arise from redevelopment.

Conclusion: Not to be considered for release.

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
LYM18	Hypro Marine	<i>Employment Segmen</i>	<i>Character of Area</i>	3	Residential and farming - rural location.	31
	Mount Pleasant Lymington	General Industrial / Business Areas	<i>Quality of Site</i>	3		<i>Release Assessment Required?</i> <input checked="" type="checkbox"/>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	3		
		Factory and Premises	<i>Site Prominence</i>	6	(2x3) Minor rural road.	
			<i>Road Access</i>	6	(2x3) Remote from main road network.	
			<i>Public Transport Access</i>	2	(1x2) Not on a public transport route.	
			<i>Local Amenities</i>	2	Hotel nearby.	
			<i>Impact on Locality</i>	6	(3x2) Within National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Good quality accommodation in isolated location. Release assessment required.	

Release Assessment Report:

Market Attractiveness Factors:- No recent permissions. Last industrial permission was for additional workshops, stores and offices in 1992 (50163). Refusal for housing development in (67245). The site appears to be suited to the current occupier's needs.

Sustainable Development Factors:- This site is in the National Park. Alternative forms of built development would not be appropriate in this location.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- The site provides local employment opportunities. An alternative site is available at Ampress Park. This site offers good quality accommodation capable of cont employment use and appears to have an acceptable impact upon the locality.

Conclusion: Not to be considered for release.

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
LYM21	R/O The Bungalow	<i>Employment Segmen</i>	<i>Character of Area</i>	1	Residential.	19 <i>Release Assessment Required?</i> <input checked="" type="checkbox"/>
	Bull Hill Lymington	General Industrial / Business Areas	<i>Quality of Site</i>	1	Very untidy site.	
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	1	Dilapidated appearance.	
		Warehouse and Premises	<i>Site Prominence</i>	3	(1x3) Minor road.	
			<i>Road Access</i>	6	(2x3)	
			<i>Public Transport Access</i>	2	(1x2) No public transport.	
			<i>Local Amenities</i>	1	None.	
			<i>Impact on Locality</i>	4	(2x2) Nearby residential properties.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Poor quality all round. Release assessment required.	

Release Assessment Report:

Market Attractiveness Factors:- Established Use Certificate for metalwork, welding and building granted in 1976. No recent applications.

Sustainable Development Factors:- This site is in the National Park. Alternative forms of built development would not be appropriate in this location. Distant from built up areas.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- Rural site with established use. Alternative uses would not be appropriate. No alternative sites are available in the locality. Occupiers have the option of redevelopment for the same use. The site is poor quality and has some detrimental impact upon the locality, but appears to suit the occupiers needs and is capable of continuing in its existing use.

Conclusion: Not to be considered for release.

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
LYND5	Bramshaw Garage	<i>Employment Segmen</i>	<i>Character of Area</i>	3	Mixed. Rural site.	27
	Bramshaw Village Lyndhurst	General Industrial / Business Areas	<i>Quality of Site</i>	1	Untidy garage use.	Release Assessment Required? <input checked="" type="checkbox"/>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	1	Poor quality sheds with tin rooves.	
		Car Showroom and Premises	<i>Site Prominence</i>	6	(2x3) Visible on a minor road.	
			<i>Road Access</i>	6	(2x3) Minor forest road.	
			<i>Public Transport Access</i>	2	(1x2) Irregular bus route.	
			<i>Local Amenities</i>	2	Next to village store.	
			<i>Impact on Locality</i>	6	(3x2) Acceptable impact. Within National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Poor quality buildings in isolated location. Release assessment required.	

Release Assessment Report:

Market Attractiveness Factors:- No recent planning consents. Isolated garage in the middle of the New Forest providing a service to small village community. Unlikely to be attractive for alternative employment use.

Sustainable Development Factors:- This site is in the National Park. It is isolated, but provides an essential service to the local community.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- The site provides local employment opportunities and is probably capable of continuing in its present use for some time without causing detriment to the surrou area. Alternative development would not be appropriate in this location. The current occupants have the option of redevelopment for the same use.

Conclusion: Not to be considered for release.

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
MAR3	Estate Yard	<i>Employment Segmen</i>	<i>Character of Area</i>	3	Rural estate.	23
	Longdown Marchwood	General Industrial / Business Areas	<i>Quality of Site</i>	3	In the Forest.	Release Assessment Required? <input checked="" type="checkbox"/>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	2	Mixed but some pretty poor buildings.	
		Store and Premises	<i>Site Prominence</i>	3	(1x3) Isolated location.	
			<i>Road Access</i>	3	(1x3) Rural road.	
			<i>Public Transport Access</i>	2	(1x2) No public transport.	
			<i>Local Amenities</i>	1	None	
			<i>Impact on Locality</i>	6	(3x2) One dwelling at entrance to the site. Within National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Site on isolated rural road. Release assessment required.	

Release Assessment Report:

Market Attractiveness Factors:- Most recent planning consents in 1997. Isolated estate in the National Park adjoining wildlife conservation park. Unlikely to be attractive for any alternative employment use.

Sustainable Development Factors:- This site is in the National Park isolated from services and facilities.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- The site provides local employment opportunities and is probably capable of continuing in its present use for some time without causing detriment to the surrounding area. Alternative development would not be appropriate in this location. Poor quality buildings could be redeveloped for the same uses.

Conclusion: Not to be considered for release.

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
RING10	Forest Corner Farm	<i>Employment Segmen</i>	<i>Character of Area</i>	3	Farmyard with some large industrial-type buildings.	28
	Hangersley Hill Ringwood	General Industrial / Business Areas	<i>Quality of Site</i>	2	No landscaping.	<i>Release Assessment Required?</i>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	2	Large corrugated barn-like structures. May be some potential for refurbishment.	
		Store, Offices, Workshop and Premises	<i>Site Prominence</i>	6	(2x3) On narrow country lane.	<input checked="" type="checkbox"/>
			<i>Road Access</i>	6	(2x3) Access via narrow lane from A31 eastbound.	
			<i>Public Transport Access</i>	2	(1x2) Remote site in countryside.	
			<i>Local Amenities</i>	1	Not near facilities.	
			<i>Impact on Locality</i>	6	(3x2) Within National Park so constraints on expansion.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Remote site in countryside. Release assessment required.	

Release Assessment Report:

Market Attractiveness Factors:- Recent planning permission for mixed B1, B2 & B8 uses (78546).

Sustainable Development Factors:- Remote from Ringwood built up area. Alternative development would not be appropriate.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- This site is within the National Park. Significant expansion of employment uses or alternative development would not be appropriate in this location. However re planning consent indicates that there is a continued need for what this site has to offer and that the site is capable of continuing employment use without detriment to adjoining areas.

Conclusion: Not to be considered for release.

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
RING17	Holmsley Sawmills	<i>Employment Segmen</i>	<i>Character of Area</i>	3	Entirely rural surrounded by forest.	28
	Holmsley Ringwood	General Industrial / Business Areas	<i>Quality of Site</i>	3		<i>Release Assessment Required?</i> <input checked="" type="checkbox"/>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	3	Assorted sheds and small offices built for purpose.	
		Workshop and Premises	<i>Site Prominence</i>	3	(1x3)	
			<i>Road Access</i>	3	(1x3) Access via unmade road from the A35.	
			<i>Public Transport Access</i>	2	(1x2) None.	
			<i>Local Amenities</i>	1	None	
			<i>Impact on Locality</i>	10	(5x2) No neighbours.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Remote site with poor access. Release assessment required.	

Release Assessment Report:

Market Attractiveness Factors:- No planning consents since mid 1980s. This is an appropriate site for this specialised use.

Sustainable Development Factors:- Remote site within the National Park.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- Remote site within the National Park. Alternative uses would not be appropriate in this location. The site is capable of continuing in its present use.

Conclusion: Not to be considered for release.

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
SDC1	Grove Farm	<i>Employment Segmen</i>	<i>Character of Area</i>	3	Mainly rural with scattered dwellings.	25
	Grove Lane Wiltshire	General Industrial / Business Areas	<i>Quality of Site</i>	2	Site is quite untidy; parking informal, no landscaping although quite well screened by landfor and vegetation.	<i>Release Assessment Required?</i>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	1	Poor quality block & asbestos sheeting sheds, plus containers.	
		Store and Premises, Workshop and Premises	<i>Site Prominence</i>	3	(1x3) Well hidden from view.	<input checked="" type="checkbox"/>
			<i>Road Access</i>	6	(2x3) Rough track into site, from minor country road.	
			<i>Public Transport Access</i>	2	(1x2) Isolated site in rural location.	
			<i>Local Amenities</i>	2	Pub in village.	
			<i>Impact on Locality</i>	6	(3x2) Little impact. National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Remote countryside site with low quality accommodation. Release assessment required.	

***Release Assessment
Report:***

Market Attractiveness Factors:- Remote site with low quality accommodation. This fulfills the needs of the current occupiers.

Sustainable Development Factors:- Remote site within the National Park.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- Within the National Park where alternative forms of development would not be appropriate. Current occupants have the option of redeveloping poor quality build for continued employment use.

Conclusion: Not to be considered for release.

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
SDC2	Pensworth Milk Delivery Co Goggs Lane Salisbury SP5 2NY	<i>Employment Segmen</i> General Industrial / Business Areas <i>Valuation Office Agency Description</i> Milk Distribution Depot	<i>Character of Area</i> <i>Quality of Site</i> <i>Quality of Buildings</i> <i>Site Prominence</i> <i>Road Access</i> <i>Public Transport Access</i> <i>Local Amenities</i> <i>Impact on Locality</i> <i>Site Availability Constraints</i> <i>Environmental Constraints</i> <i>Overall Comment:</i>	3 3 1 3 6 2 1 6 0 0	Rural site - some residential along approach lanes. Large parking area including parking for HGVs (parking has extended into adjoining field); no landscaping. Mixture of older buildings (one or two very old), some purpose-built, others converted. (1x3) Site is quite remote. (2x3) Site clearly accessed by HGVs, but via small country lanes. (1x2) Remote site. None local. (3x2) Main impact must be traffic movements on surrounding roads (noted no left turn out of site for HGVs). National Park. Remote countryside site with low quality accommodation. Release assessment required.	25 <i>Release Assessment Required?</i> <input checked="" type="checkbox"/>

Release Assessment Report:

Market Attractiveness Factors:- Remote rural site offering low quality accommodation. This meets the requirements of the existing occupants.

Sustainable Development Factors:- Remote site within the National Park.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- Alternative development would not be appropriate in this location. The owners have the option of redeveloping the existing poor quality buildings for continued employment use.

Conclusion: Not to be considered for release.

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
SDC5	R D Avery (car repairs & removals) New Road Salisbury SP5 2ES	<i>Employment Segmen</i> <i>General Industrial / Business Areas</i> <i>Valuation Office Agency Description</i> <i>Warehouse and Premises</i>	<i>Character of Area</i> <i>Quality of Site</i> <i>Quality of Buildings</i> <i>Site Prominence</i> <i>Road Access</i> <i>Public Transport Access</i> <i>Local Amenities</i> <i>Impact on Locality</i> <i>Site Availability Constraints</i> <i>Environmental Constraints</i> <i>Overall Comment:</i>	3 2 3 3 9 2 1 6 0 0	Mainly rural / residential. Little parking, no landscaping. Large, metal-clad sheds. (1x3) Behind residential frontage on minor road. (3x3) Reasonable quality minor road linking directly to A36. (1x2) Remote area. None. (3x2) Not ideal neighbour but quite well screened and no major problems evident. National Park. Well hidden site isolated from facilities. Release assessment required.	29 <i>Release Assessment Required?</i> <input checked="" type="checkbox"/>

Release Assessment Report:

Market Attractiveness Factors:- Rural site which is remote from facilities and services. Appears to meet the requirements of the existing occupants.

Sustainable Development Factors:- Remote site within the National Park.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- Alternative development in this location would not be appropriate. The site appears capable of continuing in its current use without significant detriment to adjoin areas.

Conclusion: Not to be considered for release.

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
SWY3	Gordleton Farm	<i>Employment Segmen</i>	<i>Character of Area</i>	3	Adjoining large industrial estate in the countryside.	23
	Silver Street Lymington	General Industrial / Business Areas	<i>Quality of Site</i>	2	Untidy.	<i>Release Assessment Required?</i> <input checked="" type="checkbox"/>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	1	Sheds.	
		Workshop and Premises	<i>Site Prominence</i>	3	(1x3)	
			<i>Road Access</i>	6	(2x3) Distant from main road.	
			<i>Public Transport Access</i>	2	(1x2) Limited bus service.	
			<i>Local Amenities</i>	2	Pub.	
			<i>Impact on Locality</i>	4	(3x2) Adjoining residential properties. In National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Remote site with low quality accommodation. Release assessment required.	

Release Assessment Report:

Market Attractiveness Factors:- Applications to erect industrial buildings refused in mid 1990s. Low quality accommodation which meets the requirements of the low value uses currently occupying the site.

Sustainable Development Factors:- Relatively isolated rural location, adjoining sizable industrial estate to the east. Distant from facilities and poor public transport.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- Isolated countryside site where alternative development and intensification of industrial uses would not be appropriate. An alternative location is not available for these low-value uses in the vicinity. The existing can continue without significant detriment to the locality.

Conclusion: Not to be considered for release.

<i>Site Ref</i>	<i>Site Name / Address</i>	<i>Site Classification</i>	<i>Assessment Criteria</i>	<i>Score</i>	<i>Comment</i>	<i>Overall Score</i>
SWY4	Tower View	<i>Employment Segmen</i>	<i>Character of Area</i>	3	Rural site.	28
	Crabbeswood Lane SO41 6EQ	General Industrial / Business Areas	<i>Quality of Site</i>	2	Untidy. Some parking. No landscaping.	<i>Release Assessment Required?</i>
		<i>Valuation Office Agency Description</i>	<i>Quality of Buildings</i>	2	Assorted older buildings and sheds.	
		Workshop and Premises	<i>Site Prominence</i>	6	(2x3) Visible from Crabbeswood Lane.	<input checked="" type="checkbox"/>
			<i>Road Access</i>	9	(3x3) Access road narrow but clearly navigable by HGVs.	
			<i>Public Transport Access</i>	1	None.	
			<i>Local Amenities</i>	1	None.	
			<i>Impact on Locality</i>	4	(2x2) Not a good neighbour. Within National Park.	
			<i>Site Availability Constraints</i>	0		
			<i>Environmental Constraints</i>	0		
			<i>Overall Comment:</i>		Site remote from facilities. Release assessment required.	

Release Assessment Report:

Market Attractiveness Factors:- Recent planning permissions for new building and extension (76376 & 73950) in 2002. Appears to suit existing occupant's requirements.

Sustainable Development Factors:- Relatively remote rural location with poor access to facilities or services. Within National Park.

Strategic Planning Factors:- None applicable.

Local Planning Factors:- Site within National Park. Alternative development would not be appropriate.

Conclusion: Not to be considered for release.